

DAFTAR PUSTAKA

- [1] K. L. Keller, "Building strong brands in a modern marketing communications environment," *J. Mark. Commun.*, vol. 15, no. 2–3, pp. 139–155, 2017, doi: 10.1080/13527260902757530.
- [2] Babin. and Barry, *Marketing Research: 3rd Asia Pacific Edition*. 2019.
- [3] Chaipoopiratana, "A study of Chinese advertising practitioner's perspectives on the selection of celebrity endorsers.," *J. Bus. Behav. Sci.* 19, vol. 19, no. 1, pp. 17–32, 2018.
- [4] K. Joesyiana, "Pengaruh Word Of Mouth Terhadap Keputusan Pembelian Konsumen Pada Media Online Shop Shopee Di Pekanbaru (Survey pada Mahasiswa Semester VII Jurusan Pendidikan Akuntansi Fakultas Keguruan dan Ilmu Pendidikan Universitas Islam Riau)," *J. Valuta*, vol. Vol. 4, no. 1, pp. 71–85, 2018.
- [5] N. A. & Fildzah and D. Sari, "Pengaruh Celebrity Endorser dan Word Of Mouth Terhadap Keputusan Pemebelian Produk Sweater Online Shop Alco di Media Sosial Instagram," *Bisnis Entrep.*, vol. 11, no. 2, pp. 99–112, 2017, [Online]. Available: www.globalwebindex.net.
- [6] Sutisna, "Perilaku Konsumen dan Komunikasi Pemasaran," 2002.
- [7] Sernovitz, "Word Of Mouth Marketing, Revision Edition : How Smart Companies Get People Talking," *Kaplan Publ.*, 2009, doi: 10.2307/257670.Poerwanto.
- [8] A. Hasan and N. W. Setiyaningtiyas, "Pengaruh Electronic Word Of Mouth pada Media Sosial Facebook terhadap Keputusan Berkunjung ke Desa Wisata Nglanggeran Gunungkidul," *Media Wisata*, vol. 13, no. 1, 2021, doi: 10.36276/mws.v13i1.217.
- [9] K. Hughes, J. Wang, and M. Shu, "Exploring the travel patterns, preferences and recommendations of Chinese university students living in Australia," *J. Hosp. Tour. Manag.*, vol. 23, no. June, pp. 12–22, 2015, doi: 10.1016/j.jhtm.2015.03.002.
- [10] P. Barber and L. Wallace, "The power of word-of-mouth marketing," *Am. Libr.*, vol. 40, no. 11, pp. 36–39, 2009, [Online]. Available: <https://teknolabjournal.com/index.php/Jtl/article/view/81>.
- [11] D. Lam, A. Lee, and R. Mizerski, "The effects of cultural values in word-of-mouth communication," *J. Int. Mark.*, vol. 17, no. 3, pp. 55–70, 2009, doi: 10.1509/jimk.17.3.55.
- [12] E. Rosen, "The anatomy of buzz: How to create word of mouth marketing," *Currency*, vol. 1, 2002.
- [13] S. & Kanuk, "Comportamiento del consumidor," *Pearson Educ.*, 2005.

- [14] I.heryanto, “Analisis pengaruh produk, harga, distribusi, dan promosi terhadap keputusan pembelian serta implikasinya pada kepuasan pelanggan,” *J. Ekon. Bisnis Entrep.*, vol. 9, no. 2, pp. 80–101, 2015, doi: 2443-2121Heryanto, I. (2015). Analisis pengaruh produk, harga, distribusi, dan promosi terhadap keputusan pembelian serta implikasinya pada kepuasan pelanggan. *Ekonomi, Bisnis & Entrepreneurship*, 9(2), 80–101. <http://doi.org/2443-2121>.
- [15] A. J. Diyatma, “Pengaruh Promosi Melalui Media Sosial Instagram Terhadap Keputusan Pembelian Produk Saka Bistro & Bar the Influence of Product Promotion Through Social Media Instagram Towards Purchasing Decision in Saka Bistro & Bar,” *Univ. Telkom*, vol. 4, no. 1, pp. 175–179, 2017.
- [16] T. R. Anggia, L. Kawet, and I. Ogi, “Analisis Pengaruh Strategi Promosi, Harga, Dan Kepuasan Terhadap Loyalitas Konsumen Surat Kabar Manado Post,” *J. Ris. Ekon. Manajemen, Bisnis dan Akunt.*, vol. 3, no. 2, pp. 1041–1050, 2015.
- [17] D. A. P. Sari, “Pengaruh Bauran Pemasaran dan Kualitas Layanan Terhadap Loyalitas Pelanggan yang Dimediasi Variabel Kepuasan (Studi Pada Pelanggan Indihome PT. Telekomunikasi Indonesia Regional Bogor),” *Tesis, Univ. Muhammadiyah Malang*, pp. 1–138, 2018.
- [18] R. M. Abarca, “Faktor Faktor Yang Mempengaruhi Keputusan Pelanggan Dalam Mengonsumsi Formula 1 Nutritional Shake Mix Herbalife (studi Kasus Di Rumah Nutrisi Club Kece Badai Pekanbaru),” (*Doctoral Diss. Univ. Islam Riau*), pp. 2013–2015, 2018.
- [19] A. A. Lubis, “Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Surat Kabar Pada PT. Suara Barisan Hijau Harian Orbit Medan,” *J. Ilm. Manaj. Dan Bisnis*, vol. 16, no. 02, pp. 1–11, 2018.
- [20] S. Ismayana and N. Hayati, “Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Produk Lipstik Pixy,” *J. Sains Manaj. Akunt.*, vol. VIII, no. 2, pp. 1–10, 2018, [Online]. Available: <http://ojs.stan-im.ac.id/index.php/JSMA/article/view/30>.
- [21] I. Syamsi, “Sistem Informasi dan Pengambilan Keputusan,” *Bumi Aksara*, 1995.
- [22] D. P. Amanda and N. Aslami, “Pengaruh Citra Merek dan Periklanan terhadap Keputusan Pembelian Polis Asuransi,” *VISA J. Vis. Ideas*, vol. 2, no. 1, pp. 53–62, 2021, doi: 10.47467/visa.v2i1.813.
- [23] P. Lilik, *Psikologi Pemasaran*. 2011.
- [24] S. Pawirosumarto, P. K. Sarjana, and M. Muchtar, “Factors affecting employee performance of PT.Kiyokuni Indonesia,” *Int. J. Law Manag.*, vol. 59, no. 4, pp. 602–614, 2017, doi: 10.1108/IJLMA-03-2016-0031.
- [25] H. Wijaya, “Metode Penelitian Pendidikan Teologi,” *Alfabbeta Pres*, no.

January, pp. 58–59, 2021.

- [26] W. W. Hidayat, “Pengaruh Profitabilitas, Leverage Dan Pertumbuhan Penjualan Terhadap Penghindaran Pajak,” *J. Ris. Manaj. dan Bisnis Fak. Ekon. UNIAT*, vol. 3, no. 1, pp. 19–26, 2018, doi: 10.36226/jrmb.v3i1.82.
- [27] D. Wahyuningtias, T. S. Putranto, and R. N. Kusdiana, “Uji Kesukaan Hasil Jadi Kue Brownies Menggunakan Tepung Terigu dan Tepung Gandum Utuh,” *Binus Bus. Rev.*, vol. 5, no. 1, p. 57, 2014, doi: 10.21512/bbr.v5i1.1196.
- [28] E. Situmorang and D. Purba, “Perancangan Aplikasi Pengujian Validitas dan Reliabilitas Instrumen Penelitian ,” vol. 02, pp. 54–58, 2019.
- [29] E. Wakhyuni and R. Andika, “Analisis kemampuan, komunikasi dan konflik kerja terhadap kepuasan kerja karyawan pada PT. Mitha Sarana Niaga,” *J. Manaj. Tools*, vol. 11, no. 1, pp. 271–278, 2019.
- [30] E. Adityamurti and I. Ghozali, “Pengaruh Penghindaran Pajak dan Biaya Agensi terhadap Nilai Perusahaan,” *Diponegoro J. Account.*, vol. 6, No 3, no. 2010, pp. 1–12, 2017.
- [31] M. Setyawati, “Penggunaan Maudy Koesnaedi sebagai Celebrity Endorser dalam Iklan Televisi L’oreal Fall Repair 3x terhadap Brand Image L’oreal di Surabaya,” *J. E - Komun.*, vol. 3, no. 1, pp. 1–12, 2015, [Online]. Available: <http://publication.petra.ac.id/index.php/ilmu-komunikasi/article/viewFile/3826/3544>.